Amendments to the Claims:

1-70.   (Canceled)

71.   (Previously Presented) A method comprising:

receiving viewer characteristic information at a programming guide server from a viewer's entertainment system, the viewer characteristic information identifying a viewer and including viewer preferences and demographic information about the viewer;

the programming guide server determining a list of broadcasts based on a comparison between view characteristic information and broadcast classification data;

the programming guide server generating a second list of broadcasts by excluding broadcasts from the list in response to the entertainment system not being configured to receive the excluded broadcasts, the programming guide server excluding broadcasts based in part on the hardware or software capabilities of the entertainment system; and

the programming guide server providing the second list of broadcasts to the entertainment system.

72.   (Previously Presented) The method of Claim 71, wherein the viewer characteristic information includes information gathered from the viewer.

73.   (Previously Presented) The method of Claim 71, wherein the viewer characteristic information includes viewing habits of the viewer.

74.   (Previously Presented) The method of Claim 71, wherein the viewer characteristic information includes channel preferences of the viewer.

75.   (Previously Presented) The method of Claim 71, wherein the viewer characteristic information includes visited Internet web site types of the viewer.

76.   (Previously Presented) The method of Claim 71, wherein the viewer characteristic information includes configuration information about the viewers entertainment system from which the viewer characteristic information was received.

77.   (Previously Presented) The method of Claim 71, wherein the viewer characteristic information includes ratings provided by the viewer at the viewer's entertainment system of broadcasts.

78.   (Previously Presented) The method of Claim 77, wherein the ratings include feedback offered by the viewer to the broadcasts.

79.   (Previously Presented) The method of Claim 78, wherein the feedback comprises answers provided by the viewer to a questionnaire about the broadcast.

80.   (Previously Presented) The method of Claim 79, wherein the questionnaire comprises a synopsis of the broadcast.

81.   (Previously Presented) The method of Claim 71, further comprising:

the programming guide server updating the viewer characteristics information using viewing habit changes.

82.   (Previously Presented) The method of Claim 71, further comprising:

the programming guide server receiving a form of identification of the viewer before providing access to the viewer characteristic information at the entertainment system.

83.   (Previously Presented) The method of Claim 71, further comprising:

the programming guide server providing a list of the viewer's favorite broadcasts to the entertainment system.

84.   (Previously Presented) The method of Claim 83, further comprising:

the programming guide server ranking the list of broadcasts based on the viewer characteristic information before providing the list.

85.   (Previously Presented) The method of claim 71, wherein the viewer characteristic information is based in part on feedback provided in response to a request from the viewer to provide feedback.

86.   (Previously Presented) The method of claim 71, further comprising:

the programming guide server determining if a view characteristic information matches multiple ratings categories and

the programming guide server determining a weighted average for a broadcast based on ratings from the multiple ratings categories.

87.   (Currently Amended) A <u>tangible</u> machine-readable <u>storage</u> medium having stored thereon data representing sequences of instructions which, when executed by a machine, cause the machine to perform operations comprising:

receiving [[a]] viewer characteristic information from a viewer's entertainment system, the viewer characteristic information identifying a viewer and including viewer preferences and demographic information about the viewer;

determining a list of broadcasts based on a comparison between view characteristic information and broadcast classification data;

generating a second list of broadcasts by excluding broadcasts from the list in response to the entertainment system not being configured to receive the excluded broadcasts<u>, wherein the excluding broadcasts is based in part on the hardware or software capabilities of the entertainment system</u>; and

providing the second list of broadcasts to the entertainment system.

88.   (Previously Presented) The medium of claim 87, wherein the instructions cause the machine to perform further operations comprising updating the viewer characteristic information using viewing habit changes.

89.   (Previously Presented) The medium of claim 87, wherein the instructions cause the machine to perform further operations comprising receiving a form of identification of the viewer before providing access to the viewer characteristic information at the entertainment system.

90.   (Previously Presented) The medium of claim 87, wherein the instructions cause the machine to perform further operations comprising providing a ranked list of the viewer's favorite broadcasts to the entertainment system.

91.   (Previously Presented) The medium of claim 87, wherein the viewer characteristic information is based in part on feedback provided in response to a request from the viewer to provide feedback.

92.   (Currently Amended) An entertainment server system comprising:

a communications interface to receive viewer characteristic information from an entertainment system, the viewer characteristic information identifying a viewer and including viewer preferences and demographic information about the viewer and

a processor to determine a list of broadcasts based on a comparison between view characteristic information and broadcast classification data, generate a second list of broadcasts by excluding broadcasts from the list in response to the entertainment system not being configured to receive the excluded broadcasts, and provide the second list of broadcasts to the entertainment system through the communications interface, wherein the excluding broadcasts is based in part on the hardware or software capabilities of the entertainment system.

93.   (Previously Presented) The entertainment server of Claim 92, wherein the processor is further to provide through the communications interface a programming guide that includes ratings based on the viewer characteristic information to which access was provided at the entertainment system.

94.   (Previously Presented) The entertainment server of Claim 93, wherein the programming guide includes a ranked list of broadcasts based on the viewer characteristic information.

95.   (Previously Presented) The entertainment server of Claim 92, wherein the viewer characteristic information is based in part on feedback provided in response to a request from the viewer to provide feedback.